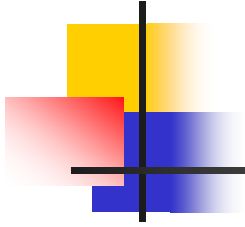


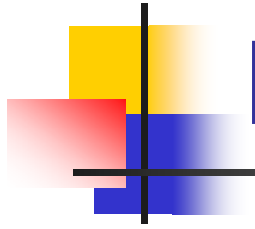


Marketing

The process of **Developing**,
Promoting, and **Distributing** products
to satisfy customers' needs and
wants.



- The way businesses let customers know about their products is through marketing



Marketing Terms

- Products are goods and services, both of which have monetary value.
 - Goods are things you can touch or hold in your hand.
 - Services are things that you can't physically touch; are performed for a customer.
- Exchange is what happens every time something is sold in the marketplace.



Functions of Marketing



Functions of Marketing

- **Distribution** involves deciding where and to whom products need to be sold in order to reach the final users.
- **Financing** is getting the money that is necessary to pay for the operation of a business.
- **Marketing Information Management** is getting the necessary information to make sound business decisions.
- **Pricing** decisions dictate how much to charge for goods and services in order to maximize profits.
- **Product/Service Management** is obtaining, developing, maintaining, and improving a product or a product mix in response to market opportunities
- **Promotion** is communication with potential customers to inform, persuade, or remind them about a business's products.
- **Selling** provides customers with goods and services they want.